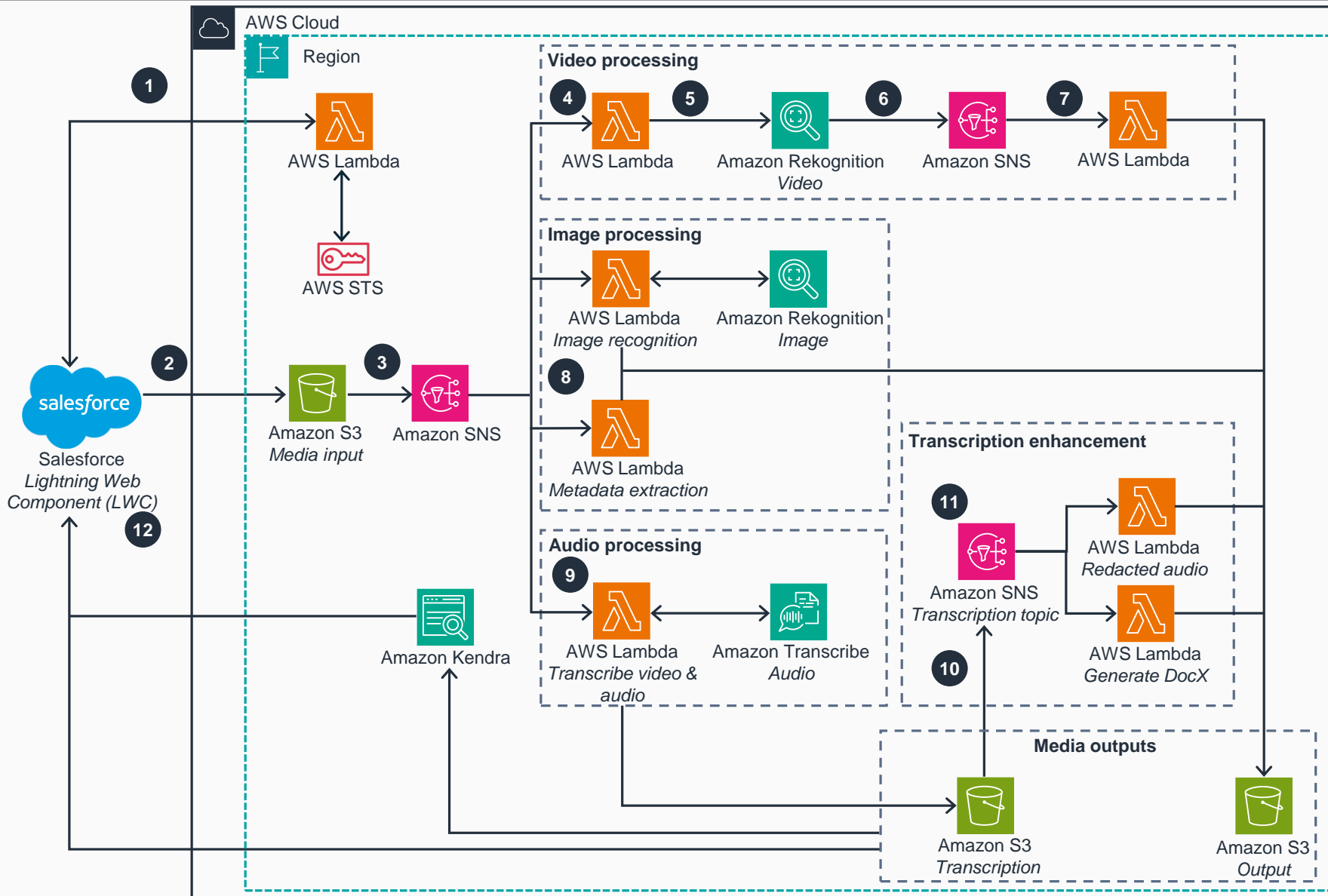


Guidance for Content Management Using Salesforce on AWS

This architecture diagram illustrates the process of importing media files from Salesforce into AWS, where artificial intelligence and machine learning (AI/ML) are used to transcribe, tag, or process media files. It consists of 12 steps; steps 1-7 are shown here. For steps 8-12, refer to the next slide.



- 1 The Salesforce Lightning Web Component (LWC) runs on the client side. The **AWS Lambda** function grants Salesforce users read or write permission to **Amazon Simple Storage Service** (Amazon S3) by exchanging a JSON Web Token (JWT) for **AWS Security Token Service** (AWS STS) credentials.
- 2 The LWC allows Salesforce users to upload media files to an **Amazon S3** bucket (*Media input*).
- 3 When a media file is uploaded to an **Amazon S3** bucket, an **Amazon Simple Notification Service** (Amazon SNS) event is invoked. It filters the file's suffix and sends the relevant **Amazon SNS** topic based on the media type.
- 4 For video files, an **Amazon SNS** topic invokes a **Lambda** function that runs an **Amazon Rekognition** video job.
- 5 The **Lambda** function passes the video file to **Amazon Rekognition** to tag objects within the video asynchronously.
- 6 Once **Amazon Rekognition** finishes running, it publishes a notification to the **Amazon SNS** topic.
- 7 **Amazon SNS** invokes a **Lambda** function to store the results of the video in the **Amazon S3** bucket (*Output*).
- 8 An **Amazon SNS** topic runs two parallel **Lambda** functions for image files. **Lambda** (*Image recognition*) performs object tagging through **Amazon Rekognition**. The **Lambda** function (*Metadata extraction*) extracts metadata, including location and device details. Both outputs are saved in an **Amazon S3** bucket (*Output*).

